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(71) Applicant (for all designated States except US):  
**WALKER DIGITAL, LLC [US/US]; Suite 128, 1177 High Ridge Road, Stamford, CT 06905 (US).**

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(71) Applicants and

Published:

(72) Inventors: **WALKER, Jay, S. [US/US]; 260 Osceola Road, Ridgefield, CT 06877 (US). BREITENBACH, Paul, T. [US/US]; 33 Hillbrook Road, Wilton, CT 06897 (US). TEDESCO, Daniel, E. [US/US]; Two Arden Lane, Huntington, CT 06484 (US). GELMAN, Geoffrey, M. [US/US]; 1134 HBS Student Mail Center, Boston, MA 02163 (US). TEDESCO, Robert, C. [US/US]; 1951 Congress Street, Fairfield, CT 06824 (US).**

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(74) Agents: **ALDERUCCI, Dean, P. et al.; Walker Digital Management, LLC, Five High Ridge Road, Stamford, CT 06905 (US).**

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(54) Title: MARKETING SYSTEM EMPLOYING VENDING MACHINES

(57) Abstract: According to an embodiment, a device provides an offer, via an interface (130) at a vending machine (100), for a benefit in exchange for an email address. An email address is received via the interface (380). After receiving the email address, a promotional message (260) is transmitted to the received email address.